**IT Applications, Unit 4**

**Ch 4, Goals of information systems, p 137-**

1. What is the role of a strategic plan?

A strategic plan is a process for identifying long-term goals within an organisation.

1. Explain the purpose of a mission statement.

The mission statement is the basis for establishing a set of common goals that will help accomplish the organisation’s aims.

1. Distinguish between an organisations goals and its objectives.

The organisations goals are what the organisation plans to achieve in the future. Objectives are small achievable tasks undertaken to accomplish a big task.

Organisational goals and objectives often relate to improving the efficiency or effectiveness of operations.

**Improving efficiency**

1. How is efficiency measured?

Efficiency is measured in terms of cost, time and effort

1. With an eg. illustrate how an organisational change will lead to improved efficiencies.

For example sales representatives for a company once had to visit or fax rural stores to promote products and announce monthly promotions. Now the sales representatives can email a PDF file or a link to the sale information to the store manager rather than visiting or sending a fax. This saves time in communicating information as they no longer have to travel. It also saves money as they no longer have fax and there is less effort as they only use email to distribute information.

**Improving effectiveness**

1. How is effectiveness defined?

Effectiveness is defined in terms of its attractiveness, readability, completeness, clarity, accuracy, accessibility, timeless, communication of the message, relevance and usability.

**Improving decision-making**

1. What three factors are required for competent decision-making?

* Information
* Communication
* Time

**Types of information systems**

(You are not required to know for exam purposes the specific types of information systems).

Briefly, note the characteristics of each of the following 5 systems:

1. Transaction processing systems

* A transaction processing system processes data generated by the day to day transactions of an organisation.

1. Office automation systems

* An office automation system performs routine office tasks such as printing documents, tracking schedules, making calculations and communicating with other departments and clients.

1. Management information systems

* A management information system refers to a computer network that generates timely and accurate information for managing an organisation.

1. Decision-support-systems

* A decision support system allows users to manipulate data directly to incorporate data from external sources and to create data models of ‘what if’ scenarios.

1. Expert systems

* An expert system is designed to analyse data and produce a recommendation or decision.

**Problem-solving methodology relating to the analysis of ongoing information problems**

1. What is an information problem?

**Information problems arise because of:**

1. Inefficient procedures
   1. What is meant by this term.
2. Failure to meet the needs of users
   1. Why do errors occur in systems?
3. Problems due to dependence on old technology
   1. What type of opportunities do developments in new technology present?